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The information within this guide is subject to change and will increase in scope as the University brand is developed and documented.

## Unauthorized Use of University Name

No student may use the name or likeness of the University unless such has been approved, in writing, by the PVAMU Office of Marketing and Communications. Such use constitutes misrepresentation of the University and may equate to fraud.
INTRODUCTION

The name Prairie View A&M University (PVAMU) represents our history of excellence in teaching, research and service. Our goal is to produce clearly identifiable, high-quality marketing communications for the public that convey our commitment to preserving the reputation of this progressive institution now and in the future.

A consistent visual identity is vital to Prairie View A&M University’s communication with the public. Simple things like colors, imagery and fonts, when used consistently, create a stronger brand and add to the public’s ability to identify PVAMU. The following pages elaborate on the significance of each of design element and provide guidelines for their proper use.

The standards included in the Prairie View A&M University Visual Identity Guidelines were conceptualized by the PVAMU Office of Marketing and Communications and designed and organized by graphic professionals. The visual identity guidelines are designed for implementation in all internal and external publications, and both print and electronic communications. These guidelines provide general directions for using the University’s official trademarks and symbols, and are by no means comprehensive. This guide allows for flexibility and creativity in the production of marketing material by different entities, departments and schools, while maintaining the integrity of the University’s identity.

Contact the Office of Marketing and Communications should you have questions or need additional information.

PRAIRIE VIEW A&M UNIVERSITY

Student Affairs and Institutional Advancement
Office of Marketing and Communications
PO Box 519; MS 1100
Alvin I. Thomas Building, Suite 102
Prairie View, Texas 77446
(936) 261-2130
OFFICIAL UNIVERSITY MARKS

The official University marks are major building blocks of Prairie View A&M University’s brand. Prairie View A&M University is the core brand under which all divisions, schools, departments, offices, programs and units are marketed. The purpose of branding is to be consistent in the visual representation of the University so that all materials have a uniform and recognizable appearance. Therefore, the University marks should be used consistently and correctly in all marketing, branding, advertising, publications, printed materials, web communications and other strategic communications.

UNIVERSITY LOGO

The University logo is the official symbol of the University. The logo must be the dominant mark on all PVAMU publications, websites and other forms of communication for easy recognition or branding.

UNIVERSITY WORDMARK

The wordmark must be used to identify the University on all printed and electronic materials that do not include the University logo. The wordmark can be used with the logo to give the University name predominance and further establish the brand.

UNIVERSITY SEAL

The University seal is used only for formal academic ceremonies, legal applications, diplomas and official certificates typically issued by the Office of the President. It is not a symbol for publicizing, marketing, advertising or branding the University or any University programs or activities.

ATHLETICS LOGO

The University athletics logo is used primarily by the PVMAU athletics program and affiliated teams. The logo may also be used in association with student activities or student interests. It is not the official identity of the greater University and should not be used as the University identity.

*Additional marks are used to represent specific athletic teams. The Sports Information Director is the keeper of these logos and marks.
OFFICIAL UNIVERSITY MARKS
UNIVERSITY LOGO USE
The official PVAMU logo should be the cornerstone of our comprehensive visual identity program. The logo must be the
dominant mark on all PVAMU publications, websites and other forms of communication for easy recognition or branding.

COLOR *see color section for more details
Use official colors at 100% saturation and check printer proofs for accurate color matching.

For print       PVAMU Purple (PMS 268) and PVAMU Gold (PMS 123)
For web         #990099 Purple and #ffcc33 Gold

MINIMUM SIZE
2" W x 1/2" H*
Note: The logo should be reproduced at a size where it is clearly legible. The logo must be reproduced larger than the
minimum size above when reproduced in a low-resolution media to maintain design integrity and legibility.

AREA OF ISOLATION
Allow a reasonable amount of space around the logo clear of text or other logos, to ensure prominence and high visibility
within a design. Use the ampersand within the logo as a guide to visualize the area of isolation as shown below. For more
information on how a sub-brand should relate to the logo, see Sub-brands.

DO NOT
• Attempt to recreate the logo by typing it.
• Rearrange, stretch, crop, outline, underline, embellish or alter the downloaded file in any way.
• Use colors other than PVAMU Purple (PMS 2592), PVAMU Gold (PMS 123) and black.
• Use the low resolution JPG for printing.
UNIVERSITY LOGO WITH WORDMARK DOWNLOADS

The logo must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the Scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The Scalable EPS file can be resized if the original proportions are maintained.

**PVAMU two-color horizontal full logo**
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU two-color horizontal reversed full logo** (use on dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU one-color horizontal full logo**
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU one-color horizontal reversed full logo** (use on dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU black and white horizontal full logo**
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU black and white horizontal reversed full logo** (use on dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU two-color vertical full logo**
Scalable EPS  High resolution PNG  Low resolution JPG

**PVAMU two-color vertical reversed full logo** (use on dark background)
Scalable EPS  High resolution PNG  Low resolution JPG
UNIVERSITY LOGO WITH WORDMARK DOWNLOADS

The logo must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the Scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The Scalable EPS file can be resized if the original proportions are maintained.

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**PVAMU one-color vertical full logo**
Scalable EPS | High resolution PNG | Low resolution JPG

**PVAMU one-color vertical reversed full logo** (use on dark background)
Scalable EPS | High resolution PNG | Low resolution JPG

**PVAMU black and white vertical full logo**
Scalable EPS | High resolution PNG | Low resolution JPG

**PVAMU black and white vertical reversed full logo** (use on dark background)
Scalable EPS | High resolution PNG | Low resolution JPG
OFFICIAL UNIVERSITY MARKS
UNIVERSITY WORDMARK USE
The wordmark must be used to identify the University on all printed and electronic materials that do not include the University logo. The wordmark can be used with the logo to give the University name predominance and further establish the brand. The wordmark should be used instead of the logo when the print area is small and the logo would not be as readable as the wordmark. The two-line wordmark is the preferred format. The one-line wordmark provided can be used where the space is not ideal for the two-line version.

PRAIRIE VIEW
A&M UNIVERSITY

COLOR (see color section for more details)
Use official colors at 100% saturation and check printer proofs for accurate color matching. The PVAMU wordmark may only be reproduced in PVAMU Purple (PMS 268), black, white and PVAMU Metallic Gold (PMS 871).

MINIMUM SIZE
1 4/5" W x 1/8" H
Note: The wordmark should be reproduced at a size where it is clearly legible. The logo must be reproduced larger than the minimum size above when reproduced in a low-resolution media to maintain design integrity and legibility.

DO NOT
• Recreate the wordmark by typing it.
• Rearrange, stretch, crop, outline, underline, embellish or alter the downloaded file in any way.
• Use colors other than black, white, PVAMU Purple (PMS 268) and PVAMU Metallic Gold (PMS 871).
• Do not use the low resolution JPG for printing.
WORDMARK DOWNLOADS

The wordmark must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The scalable EPS file can be resized if the original proportions are maintained.

**PVAMU purple vertical wordmark**
- Scalable EPS
- High resolution PNG
- Low resolution JPG

**PVAMU reversed vertical wordmark** (for placement over dark background)
- Scalable EPS
- High resolution PNG
- N/A

**PVAMU black vertical wordmark**
- Scalable EPS
- High resolution PNG
- Low resolution JPG

**PVAMU metallic hold vertical wordmark**
- Scalable EPS
- N/A
- N/A

**PVAMU purple horizontal wordmark**
- Scalable EPS
- High resolution PNG
- Low resolution JPG

**PVAMU reversed horizontal wordmark** (for placement over dark background)
- Scalable EPS
- High resolution PNG
- N/A

**PVAMU black horizontal wordmark**
- Scalable EPS
- High resolution PNG
- Low resolution JPG

**PVAMU metallic gold horizontal wordmark**
- Scalable EPS
- N/A
- N/A
OFFICIAL UNIVERSITY MARKS
UNIVERSITY SEAL USE
The official PVAMU seal is used primarily in academic publications and for formal occasions, such as diplomas, academic brochures, invitations and ceremonial documents. Because of the implications of an official seal, you must obtain approval from the PVAMU Office of Marketing and Communications or Office of the President before use. Other seals should not be used to represent the University.

COLOR
Use official colors at 100% saturation and check printer proofs for accurate color matching. The background within the seal is white as shown right. The border of the seal is PVAMU Formal Purple.

PVAMU Two-color Seal is PVAMU Purple (PMS 2592) and PVAMU Metallic Gold (PMS 871) and these inks must be printed as a spot colors and not created in 4-color process printing.

PVAMU Greyscale Seal is for print and web applications when the spot-colors of the Color Version are not available or feasible.

MINIMUM SIZE
3/4” W x 3/4” H*
Note: The seal should be reproduced at a size where it is clearly legible. The seal must be reproduced larger than the minimum size when reproduced in a low-resolution media to maintain design integrity and legibility.

AREA OF ISOLATION
Allow a reasonable amount of space around the logo clear of text or other logos, to ensure prominence and high visibility within a design. Use the capital “I” as a visual guide as shown below.

DO NOT
• Use other seals to represent the University.
• Attempt to recreate the seal.
• Rearrange, stretch, crop, outline, underline, embellish or alter the downloaded file in any way.
• Place the seal on a PVAMU Purple background.
• Use the low resolution JPG for printing.
UNIVERSITY SEAL DOWNLOADS

The seal must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. The seal may be placed over a solid background or photo. Because the outer edge of the logo is PVAMU Purple, the seal should not be placed on a PVAMU Purple background. The Scalable EPS file can be resized if the original proportions are maintained.

PVAMU Two-color Seal
Scalable EPS
High resolution PNG
Low resolution JPG

PVAMU Greyscale Seal
Scalable EPS
High resolution PNG
Low resolution JPG
OFFICIAL UNIVERSITY MARKS
ATHLETICS LOGO USE

The University athletics logo is used primarily by the PVMAU athletics program and affiliated programs. The logo may also be used in association with student activities or student interests. It is not the official identity of the greater University and should not be used as the University identity.

COLOR (see color section for more details)
Use official colors at 100% saturation and check printer proofs for accurate color matching.

MINIMUM SIZE

1” W x 3/4” H*

Note: The logo should be reproduced at a size where it is clearly legible. The logo must be reproduced larger than the minimum size above when reproduced in a low-resolution media to maintain design integrity and legibility.

AREA OF ISOLATION

Allow a reasonable amount of space around the logo clear of text or other logos, to ensure prominence and high visibility within a design.

DO NOT

• Attempt to recreate the logo.
• Rearrange, stretch, crop, outline, underline, embellish or alter the downloaded file in any way.
• Use adjust colors.
• Place the logo on a black background.
• Use the low resolution JPG for printing.
ATHLETIC LOGO DOWNLOADS

The logo must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the Scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The Scalable EPS file can be resized if the original proportions are maintained.

PVAMU full-color logo
Scalable EPS High resolution PNG Low resolution JPG

PVAMU full-color with white outline (for placement over dark background)
Scalable EPS High resolution PNG Low resolution JPG

PVAMU black and white logo
Scalable EPS High resolution PNG Low resolution JPG

PVAMU black and white logo with white outline (for placement over dark background)
Scalable EPS High resolution PNG Low resolution JPG
OFFICIAL UNIVERSITY MARKS
BRAND STRUCTURE

While PVAMU is primarily represented by the University logo and wordmark, brand extensions, subbrands and independent brands are also used to identify and differentiate colleges, schools, divisions, departments, offices, programs and other work groups within University. Brand extensions, subbrands and independent brands should support and compliment the primary brand of the University.

BRAND EXTENSIONS

Divisions, departments, offices, programs and other work groups are an important part of the PVAMU brand. While it is important to capture the uniqueness of each of our academic areas, it is even more important to create a unified image for Prairie View A&M University. Recognizing the impact that these groups have, we have illustrated how they are an extension of the University’s brand by developing standard brand extension packages for each unit identified.

**College of Agriculture and Human Sciences**
- Department of Agriculture, Nutrition, & Human Ecology
- Cooperative Agricultural Research Center
- Cooperative Extension Program

**Marvin D. and June Samuel Brailsford College of Arts and Sciences**
- Department of Biology
- Department of Chemistry
- Division of Social Work, Behavioral & Political Science
- Department of Languages and Communications
- Department of Mathematics
- Department of Music and Theatre

**College of Juvenile Justice and Psychology**
- Department of Justice Studies
- Department of Psychology

**College of Business**
- Accounting, Finance, & MIS
- Management & Marketing
- EMBA Program

**Roy G. Perry College of Engineering**
- Department of Chemical Engineering
- Department of Civil & Environmental Engineering
- Department of Computer Science
- Department of Electrical and Computer Engineering
- Department of Engineering Technology
- Department of Mechanical Engineering

**Whitlowe R. Green College of Education**
- Department of Health and Human Performance
- Department of Educational Leadership and Counseling
- Department of Curriculum and Instruction
- Alternative Teacher Certification Program
- College of Nursing

**The Graduate School**
**University College**
**John B. Coleman Library**
**Northwest Houston Center**
**Office of Student Affairs and Institutional Advancement**
  - Equal Opportunity/Title IX
  - Office of Marketing and Communications
  - Alumni Relations
  - Office of Development
  - Multicultural Affairs

**Office of Business Affairs**
- Office of Human Resources

**Office of Academic Affairs**
- Enrollment Management
- Office of the Registrar
- Admissions
- Recruitment and Marketing
- Office of Financial Aid and Scholarships
- Center for Teaching Excellence

**Office of the President**
**Office of Research**
**Office of Administration and Auxiliary Services**

**School of Architecture**
BRAND EXTENSION LOGO DOWNLOADS

The logo with brand extension must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the Scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The Scalable EPS file can be resized if the original proportions are maintained.

College of Agriculture and Human Sciences
Scalable EPS  High resolution PNG  Low resolution JPG

College of Agriculture and Human Sciences (for placement over dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

Marvin D. and June Samuel Brailsford College of Arts and Sciences
Scalable EPS  High resolution PNG  Low resolution JPG

Marvin D. and June Samuel Brailsford College of Arts and Sciences (for placement over dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

College of Juvenile Justice and Psychology
Scalable EPS  High resolution PNG  Low resolution JPG

College of Juvenile Justice and Psychology (for placement over dark background)
Scalable EPS  High resolution PNG  Low resolution JPG

College of Business
Scalable EPS  High resolution PNG  Low resolution JPG

College of Business (for placement over dark background)
Scalable EPS  High resolution PNG  Low resolution JPG
<table>
<thead>
<tr>
<th>Institution</th>
<th>File Types</th>
<th>Artwork Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roy G. Perry College of Engineering</td>
<td>Scalable EPS</td>
<td>High resolution PNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>Roy G. Perry College of Engineering</td>
<td>(for placement over dark background)</td>
<td>Scalable EPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>Whitlowe R. Green College of Education</td>
<td>Scalable EPS</td>
<td>High resolution PNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>Whitlowe R. Green College of Education</td>
<td>(for placement over dark background)</td>
<td>Scalable EPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>School of Architecture</td>
<td>Scalable EPS</td>
<td>High resolution PNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>School of Architecture</td>
<td>(for placement over dark background)</td>
<td>Scalable EPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>The Graduate School</td>
<td>Scalable EPS</td>
<td>High resolution PNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
<tr>
<td>The Graduate School</td>
<td>(for placement over dark background)</td>
<td>Scalable EPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low resolution JPG</td>
</tr>
</tbody>
</table>
SUB-BRANDS
Sub-brands are linked prominently to the core brand, but they have distinct identities defined by services and specific missions. These marks use identifiers that keep them connected to the PVAMU brand.
INDEPENDENT BRANDS
Several units and programs have established an independent identity that shows their connection to Prairie View A&M University. These brands have distinct identities, target audiences and provide specific products and services.
The official colors of Prairie View A&M University are Purple and Gold. Approved accent and complimentary colors are provided in an expanded color palette below. Depending on the application, printing process or computer monitor, colors may appear differently. Always check color accuracy by comparing printer proofs to official Pantone/PMS color chips. Because of the implications of certain color combinations, you should obtain approval from the PVAMU Office of Marketing and Communications to use colors not in the color palettes.

<table>
<thead>
<tr>
<th>Color</th>
<th>Saturation</th>
<th>PMS/ Pantone</th>
<th>CMYK Values</th>
<th>Hexadecimal Number</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVAMU Purple Logo color</td>
<td>100%</td>
<td>PMS 268</td>
<td>82/100/0/12</td>
<td>#330066</td>
<td>80/45/127</td>
</tr>
<tr>
<td>PVAMU Gold Logo color</td>
<td>100%</td>
<td>PMS 123</td>
<td>0/24/94/0</td>
<td>#ffcc33</td>
<td>255/200/46</td>
</tr>
<tr>
<td>PVAMU Formal Purple Accent color found in the University seal</td>
<td>100%</td>
<td>PMS 871</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>PVAMU Formal Gold Metallic ink found in the University seal</td>
<td>100%</td>
<td>PMS 871</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**COLOR USE**

**PMS/Pantone Number**

Used in printing, Pantone numbers allow precise color matching. The printer uses a specifically mixed ink (spot color) to print the artwork that has the Pantone number assigned.

**CMYK Values**

Used in printing, CMYK is a process in which 4 inks are used to create all colors in the piece (4-color process). Cyan, magenta, yellow and black inks are overlayed in dots of varied saturations to create the desired colors. The values given are the percentage of each ink used to make up the color. This method of printing does not necessarily provide the exact color matches that spot colors provide. Therefore, it is more important to check printer proofs for color accuracy, especially for the official University colors above.

**Hexadecimal Number and RGB Values**

These numbers and values are used in electronic media, such as computers, television and pda displays.
# EXPANDED COLOR PALETTE*

These colors may be used to complement campus photography and add flexibility to your design. You may use any colors from the expanded color palette in all communications, but the official PVAMU logo may only appear in PVAMU Purple or Black (in black and white publications). To use colors not included in this palette you must obtain permission from the PVAMU Office of Marketing and Communications.

*Colleges, schools, departments and programs may have visual identity guidelines separately defined from the PVAMU brand, including colors other than those found in the Expanded Color Palette. For more information, see Sub-brands.

<table>
<thead>
<tr>
<th>Color</th>
<th>Saturation</th>
<th>PMS/Pantone</th>
<th>CMYK Values</th>
<th>Hexadecimal Number</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>100%</td>
<td>Black</td>
<td>0/0/0/100</td>
<td>#231f20</td>
<td>35/31/32</td>
</tr>
<tr>
<td>Rich Black</td>
<td>80%</td>
<td>PMS 134</td>
<td>0/28/100/56</td>
<td>#fdd475</td>
<td>253/212/117</td>
</tr>
<tr>
<td>PMS 134</td>
<td>60%</td>
<td>PMS 147</td>
<td>10/13/30/13</td>
<td>#705a29</td>
<td>112/90/41</td>
</tr>
<tr>
<td>PMS 147</td>
<td>40%</td>
<td>PMS 202</td>
<td>31/95/72/31</td>
<td>#872434</td>
<td>135/36/52</td>
</tr>
<tr>
<td>PMS 202</td>
<td>20%</td>
<td>PMS 283</td>
<td>38/11/0/0</td>
<td>#97c5eb</td>
<td>151/197/235</td>
</tr>
<tr>
<td>PMS 283</td>
<td></td>
<td>PMS 358</td>
<td>36/0/55/0</td>
<td>#a9dc93</td>
<td>169/220/147</td>
</tr>
<tr>
<td>PMS 358</td>
<td></td>
<td>PMS 402</td>
<td>36/31/37/1</td>
<td>#a9a39b</td>
<td>169/163/155</td>
</tr>
<tr>
<td>PMS 402</td>
<td></td>
<td>PMS 404</td>
<td>52/48/55/17</td>
<td>#776f67</td>
<td>119/111/103</td>
</tr>
<tr>
<td>PMS 404</td>
<td></td>
<td>PMS 416</td>
<td>50/40/49/8</td>
<td>#83847b</td>
<td>131/132/123</td>
</tr>
<tr>
<td>PMS 416</td>
<td></td>
<td>PMS 431</td>
<td>65/51/44/16</td>
<td>#717f81</td>
<td>59/41/43/8</td>
</tr>
<tr>
<td>PMS 431</td>
<td></td>
<td>PMS 444</td>
<td>59/41/43/8</td>
<td>#330066</td>
<td>80/45/127</td>
</tr>
<tr>
<td>PMS 444</td>
<td></td>
<td>PMS 468</td>
<td>13/13/33/0</td>
<td>#ded3b0</td>
<td>222/211/176</td>
</tr>
<tr>
<td>PMS 468</td>
<td></td>
<td>PMS 5165</td>
<td>15/22/8/0</td>
<td>#d6c5d1</td>
<td>214/197/209</td>
</tr>
<tr>
<td>PMS 5165</td>
<td></td>
<td>PMS 534</td>
<td>94/82/32/19</td>
<td>#293e6b</td>
<td>41/62/107</td>
</tr>
<tr>
<td>PMS 534</td>
<td></td>
<td>Metallic Silver</td>
<td>100%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Metallic Silver</td>
<td></td>
<td>PMS 877</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Prairie View A&M University's approved tagline is **Our tradition. Your opportunity.** The official tagline is typically used for communications that market the University. No other slogans, phrases or quotes should be used to market the University. The tagline should not be rephrased or paraphrased.

**COLOR** (see color section for more details)
Use official colors at 100% saturation and check printer proofs for accurate color matching. The PVAMU tagline may only be reproduced in PVAMU Purple (PMS 268), black and white.

**DO NOT**
- Use the tagline on materials without the PVAMU logo or wordmark
- Use at a size that is unreadable
- Use when the communication is not intended to publicize the University or University programs/activities.
- Change the font
- Resize disproportionately causing the tagline to be distorted and/or stretched.
- Reproduce in colors other than PVAMU Purple (PMS 268), black or white.
TAGLINE DOWNLOADS
The tagline must be reproduced from official electronic files provided for download below by the PVAMU Office of Marketing and Communications. Choose the scalable EPS for optimum quality in printing, the high resolution PNG for printable electronic documents and the low resolution JPG for web and screen applications only. The scalable EPS file can be resized if the original proportions are maintained.

- **PVAMU Purple Vertical Tagline**
  - Scalable EPS
  - High resolution PNG
  - Low resolution JPG

- **PVAMU White Vertical Tagline** (for placement over dark background)
  - Scalable EPS
  - High resolution PNG
  - N/A

- **PVAMU Black Vertical Tagline**
  - Scalable EPS
  - High resolution PNG
  - Low resolution JPG

- **PVAMU Purple Horizontal Tagline**
  - Scalable EPS
  - High resolution PNG
  - Low resolution JPG

- **PVAMU White Vertical Tagline** (for placement over dark background)
  - Scalable EPS
  - High resolution PNG
  - N/A

- **PVAMU Black Vertical Tagline**
  - Scalable EPS
  - High resolution PNG
  - Low resolution JPG
PVAMU’s Signage Guidelines help create reinforce a sense of place: to make the campus, public areas or buildings more memorable to inhabitants and visitors.

Consistency is maintained with the University’s identity program by using the University signature, logo and official University colors. The Physical Plant maintains record of all signage and is the only entity able to oversee such projects. A full guide is available at www.pvamu.edu/campusmasterplan.

Other signs should use the logo and/or wordmark as deemed appropriate. Internal campus signs and building identifications do not require the logo. All signage must be reviewed by the Physical Plant and the Office of Marketing and Communications before production.

TEMPORARY SIGNAGE
Temporary signs are used for special campus events to help guide visitors to parking and the event location. They should be designed to visibly identify directions, etc. If you need help designing signs, the PVAMU Office of Marketing and Communications is able to assist. All parking signs must be approved by The Office of Parking Management.

LONG-TERM SIGNAGE
Before creating a long-term temporary sign, please receive the appropriate authorization from the Facilities Maintenance and the Office of Marketing and Communications. These signs may require special installation and safety concerns that may be a hazard.

For Assistance
Physical Plant Operations
(936) 261-9703

MERCHANDISE/COMMERCIAL PRODUCTS
University bookstores and vendors who sell commercial products should consult the PVAMU Identity Standards and Guidelines to ensure that all products using the university’s name and/or logo are produced according to graphics and style standards. Strategic Marketing Affiliates (SMA) manages licensing for PVAMU. For information about how to become licensed to manufacture Prairie View A&M University merchandise, please visit the Strategic Marketing Affiliates website, www.smaworks.com or call Auxiliary Enterprises at 936-261-1700.

PROMOTIONAL/SPECIALTY ITEMS
University divisions, schools, departments and units are encouraged to use the official university logos on promotional items and in promotional activities. However, usage must adhere to standards and guidelines outlined by the PVAMU Office of Marketing and Communications. All promotional items using the PVAMU logo or any of the PVAMU sub-brands should be reviewed by the PVAMU Office of Marketing and Communications prior to ordering.

CLOTHING
The institutional logo or wordmark should be used as the primary element on clothing. For clothing designed for internal audiences, such as shirts for college and departmental staff, it is not necessary to include the University name with the University logo. The seal should not be used on promotional materials.

For staff shirts, please place the logo over the left pocket area of the garment.

Appropriate colors for shirts are white, purple, gold, black or denim. *Additional color options are available; however, please contact the Office of Marketing and Communications for suggestions and subsequent approval. The University or department name should be reproduced in Purple on white shirts, Gold on Purple shirts. The logo should not appear larger than 10 inches in width or smaller than 3 inches in width.

Any additional elements should be placed below the logo. College or departmental names should be set in Arial and placed below the logo.
PERMANENT AND DECAL ARTWORK ON VEHICLES

Vehicles owned and used by Prairie View A&M University are seen by the community every day. The consistent use of seals and decals on our motor fleet helps strengthen PVAMU’s brand identity.

The Transportation Center is responsible for insuring that the University fleet conforms to its state fixed vehicle cap. The Transportation Center will track fleet vehicles and install unit number, registration and proper University marks.

PVAMU’s logo on vehicles will follow University and Transportation Center guidelines, including consistent placement on the doors of the vehicle.
HISTORY

• The Fifteenth Legislature August 14, 1876 - established “Alta Vista Agriculture & Mechanical College of Texas for Colored Youth”
• The Sixteenth Legislature April 19, 1879 - established “Prairie View State Normal School” in Waller County for the Training of Colored Teachers
• The Twentieth Legislature in 1887 attached the Agriculture & Mechanical Department to Prairie View Normal School
• The Twenty-Six Legislature in 1899 changed the name to “Prairie View State Normal & Industrial College”
• The Forty-ninth Legislature June 1, 1945 changed the name to “Prairie View University”
• The Fiftieth Legislature March 3, 1947 established “The Texas State University for Negroes (Texas Southern University) and changed the name of Prairie View University to “Prairie View Agricultural & Mechanical College of Texas”
• The sixty-third Legislature in 1973 changed the name to “Prairie View A&M University”

USE OF THE UNIVERSITY NAME

First Usage
Prairie View A&M University

Subsequent Usage
• PVAMU
• the University (note: the “U” is upper case)
• Prairie View *you must be able to distinguish the college from the city
• Prairie View A&M

DO NOT USE
• PV
• PVAM
• PVU
**TYPOGRAPHY**

**TYPEFACES/Fonts**

Font selection is an important aspect of creating successful communications. To further establish an identity for the University, we've provided recommendations below of fonts that are used frequently in University communications and work well with the existing University artwork.

To accomplish a clean and uncluttered design, select classic typefaces and limit the number of fonts to 2-3 per project (one serif, one san serif and one script if appropriate). Avoid overly stylized fonts, effects such as drop shadows, bevels or outlines and excessive tracking, stretching or condensing. Use italicized, bold and script fonts sparingly and for emphasis.

**RECOMMENDED FONTS FOR PRINT**

ITC Stone Informal (used in the logo and wordmark), Goudy, Helvetica Neue, and Arial are standard fonts that should accompany the PVAMU logo in print. These fonts are suitable for a variety of reproduction methods and materials. The font families work well together, for example using one for headlines and the other for body copy. It is recommended that you choose opposite font types for headers and body. For instance, if you choose a serif fonts such as Goudy as your header, you should use a serif such as Helvetica Neue as your body text.

**Serif Fonts**

ITC Stone Informal and Goudy can be used for body text or headers. Aachen and Calvert MT should be used more sparingly and should not be used for body text.

**Sans Serif Fonts**

Helvetica Neue and Arial are recommended as body text in print materials, and readability is improved with increased leading (spacing between text lines) and tracking (spacing between letters). Sans serif fonts are well suited for electronic materials, such as web sites and PowerPoint presentations, and in reverse type (white lettering on a dark background).

**Script Fonts**

Bickham Script is elegant and works well as a compliment to other fonts. All script fonts should be used sparingly.

**RECOMMENDED FONTS FOR WEB**

Times New Roman is the recommended serif and Verdana is the recommended sans serif for web applications.

**DO NOT**

- Use more than three fonts per publication.
- Use all caps in body text.
- Overly stylize fonts.
- Distort by excessive tracking, stretching or condensing text.
- Excessively use effects such as outlines or underlines.
- Choose font colors that decrease legibility.
PRINT TYPEFACES

Serif

ITC Stone Informal
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Goudy
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aachen
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calvert MT
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sans Serif

Helvetica Neue (sans serif)
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Script

Bickham Script
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB TYPEFACES

Serif

Times New Roman (serif)
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sans Serif

Arial
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
While Prairie View A&M University visual identity standards allow flexibility in the design of print and online projects, the design of stationary (letterhead, envelopes, notecards and business cards) is limited to specific templates. These standards assist with maintaining our identity in the public and assist in resource savings in the design and production of stationary items.

**LETTERHEAD**

| Paper Stock | Classic Crest, Avon Brilliant White | 70# Text | 8.5” x 11” |
PRAIRIE VIEW A&M UNIVERSITY

John F. Doe
Title Line 1
Title Line 2 (optional)
Department Line 1
Department Line 2 (optional)
T (###) ###-####
C (###) ###-####
F (###) ###-####
johnfdoe@pvamu.edu

P.O. Box ### ; MS ###
Jane S. Doe Bldg., Suite ###
Prairie View, Texas 77446
STATIONERY
NOTE CARDS

Flat Version Paper Stock  Classic Crest, Avon Brilliant White  100# Cover  5-1/2" x 4-1/4"

Folded Version Paper Stock  Classic Crest, Avon Brilliant White  100# Cover  5-1/2" x 8-1/2" flat, 5-1/2" x 4-1/4" folded
STATIONERY
NOTECARD ENVELOPE

Paper Stock

Classic Crest, Avon Brilliant White 70# Text A-2 (4-3/8" x 5-3/4")

PRAIRIE VIEW A&M UNIVERSITY
Our tradition.

Direct Connect
Now you can complete your bachelor’s degree at PVAMU and pay the same tuition and mandatory fees at the time of registration you would pay at your community college!

The program is designed to benefit students who:
• Have earned an associate’s degree
• Have a 2.2 GPA or higher and meet 45 credit hours

Students in Business, Communications, Sociology, and Nursing can attend our university located in northwest Houston. Students in diverse and dynamic disciplines are welcome at our main campus in beautiful Prairie View, TX.

Don’t delay, APPLY TODAY! www.applytexas.org

Commitment to Excellence
Exhibit a positive desire to accept the challenges of college life, including the ability to overcome obstacles to achieve your goals and aspirations.

Motto
Prairie View Produces Productive People

Our Tradition.
Empower and challenge yourself. Earn through hands-on applicable experience during summer internships at the state’s second largest public institution of higher education. Problem solve as you do BTY in four and provide PVAMU students with the work experience needed to enhance their academic portfolios or career endeavors.

Eligible students must:
• Have completed at least 60 hours by the conclusion of the spring 2013 semester
• Have at least a 2.5 GPA, be in good standing and eligible to work in the U.S.
• Be committed to working the entire internship experience (80-90 hours or 10 weeks)
• Be registered for classes at PVAMU by Fall 2013 or April 2013

Applications Due: March 18, 2013
To see job postings and download the application visit www.pvamu.edu/summerintern

Contact the Student Employment Office at (936) 261-1790
Some restrictions apply.

2013 S.T.E.P. Summer Training and Enrichment Program
Apply Today! www.pvamu.edu
A VIEW OF SERVICE

A History of the Military
Prairie View A&M University

Prairie View A&M University
Spring 2013

Bright Lights, Center Field
Female Drum Majors Shine

Agriculture Proves Relevancy
Traditional Career Field Still Viable Option

Jackson Lives
PVAMU Story

Student-Athletes' Grades Stand Out

Scholarships Available
www.pvamu.edu/northwest

Northwest Houston Center
MBA & BA in Communications
Scholarships Available
Enroll Today! www.pvamu.edu/northwest

Closer than you think.

Prairie View A&M University
Northwest Houston Center

9449 Grant Rd.

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SAMPLES
UNIVERSITY SEAL